

IN THE CLAIMS:

1. (Currently amended) A message system comprising:  
a wall having opposite first and second sides and comprising at least one of  
(a) a mirrored surface which is capable of producing a discernible, reflective image of an  
object placed at the first side of the wall, and (b) a blocking surface which substantially  
obstructs viewing of an object at the second side of the wall through the wall from the first  
side of the wall; and

a message generator,  
the message generator capable of making a message viewable from the first  
side of the wall through at least a part of the wall,

wherein the message system comprises a proximity sensor to detect the  
presence of an individual or object at the first side of the wall and, as an incident thereof,  
cause the message generator to make a message viewable from the first side of the wall.

2. (original) The message system according to claim 1 wherein the message  
generator has first and second states and with the message generator in the first state, a  
first message is viewable from the first side of the wall and with the message generator in  
the second state, a second message is viewable from the first side of the wall.

3. (original) The message system according to claim 1 wherein the  
message generator has first and second states and with the message generator in the first  
state, a first message is viewable from the first side of the wall and with the message  
generator in the second state, the first message is not viewable from the first side of the  
wall.

4. (Currently Amended) [The] A message system according to claim 1 comprising:

a wall having opposite first and second sides and comprising at least one of  
(a) a mirrored surface which is capable of producing a discernible, reflective image of an  
object placed at the first side of the wall, and (b) a blocking surface which substantially  
obstructs viewing of an object at the second side of the wall through the wall from the first  
side of the wall; and

a message generator,

the message generator capable of making a message viewable from the first  
side of the wall through at least a part of the wall,

wherein the message generator has first and second states, with the message generator in the first state a message that repeatedly flashes is viewable from the first side of the wall and flashes at a first rate, and with the message generator in the second state a message that repeatedly flashes is viewable from the first side of the wall and flashes at a second rate that is different than the first rate.

5. (Currently amended) [The] A message system according to claim 1 comprising:

a wall having opposite first and second sides and comprising at least one of  
(a) a mirrored surface which is capable of producing a discernible, reflective image of an  
object placed at the first side of the wall, and (b) a blocking surface which substantially  
obstructs viewing of an object at the second side of the wall through the wall from the first  
side of the wall; and

a message generator,

the message generator capable of making a message viewable from the first side of the wall through at least a part of the wall,

wherein the message generator has first and second states, with the message generator in the first state a message that is viewable from the first side of the wall is generated for a first predetermined time interval, and with the message generator in the second state a message that is viewable from the first side of the wall is generated for a second predetermined time interval that is different than the first predetermined time interval.

6. (Currently Amended) [The] A message system according to claim 1 comprising:

a wall having opposite first and second sides and comprising at least one of  
(a) a mirrored surface which is capable of producing a discernible, reflective image of an  
object placed at the first side of the wall, and (b) a blocking surface which substantially  
obstructs viewing of an object at the second side of the wall through the wall from the first  
side of the wall; and

a message generator,

the message generator capable of making a message viewable from the first  
side of the wall through at least a part of the wall,

wherein the message generator has first and second states, with the message generator in the first state a first message generated by the message generator is in a first language and with the message generator in the second state, a second message generated by the message generator is in a second language.

7. (original) The message system according to claim 1 wherein the message comprises words.

8. (Currently amended) The message system according to claim 1 wherein the message comprises at least one of a [[wall]] logo, and a representation of an animate or inanimate object.

9. (original) The message system according to claim 1 wherein the message generator comprises a light source.

10. (original) The message system according to claim 1 wherein the message comprises a light beam.

11. (Currently amended) The message system according to claim 1 wherein the message comprises ~~at least one of (a) information regarding a product or service, and (b)~~ information providing a direction to an observer of the message at the first side of the wall to assist navigation of a space within which the message system is located.

12. (Cancelled)

13. (Currently Amended) [The] A message system according to claim 12 comprising:

a wall having opposite first and second sides and comprising at least one of  
(a) a mirrored surface which is capable of producing a discernible, reflective image of an  
object placed at the first side of the wall, and (b) a blocking surface which substantially  
obstructs viewing of an object at the second side of the wall through the wall from the first  
side of the wall; and

a message generator,

the message generator capable of making a message viewable from the first  
side of the wall through at least a part of the wall,

wherein the message system comprises a sensor to detect the presence of  
an individual or object at the first side of the wall and, as an incident thereof, cause the  
message generator to make a message viewable from the first side of the wall,

wherein the mirrored surface has a convex shape at the first side of the wall.

14. (Currently amended) The message system according to claim 1 further comprising a transmitter/generator that can be carried by a user for directing a signal to the message generator from a location spaced from the message generator.

15. (Currently Amended) [The] A message system according to claim 14 comprising:

a wall having opposite first and second sides and comprising at least one of  
(a) a mirrored surface which is capable of producing a discernible, reflective image of an  
object placed at the first side of the wall, and (b) a blocking surface which substantially  
obstructs viewing of an object at the second side of the wall through the wall from the first  
side of the wall; and

a message generator,  
the message generator capable of making a message viewable from the first  
side of the wall through at least a part of the wall,  
the message system further comprising a transmitter/generator for directing  
a signal to the message generator from a location spaced from the message generator,  
said message system further comprising a wheeled vehicle carrying the  
transmitter/generator.

16. (original) The message system according to claim 1 wherein the wall has a thickness and at least a part of the signal generator resides within the thickness of the wall.

17. (original) The message system according to claim 1 wherein the signal generator resides at the second side of the wall.

18. (Currently Amended) [The] A message system according to claim 1  
comprising:

a wall having opposite first and second sides and comprising at least one of  
(a) a mirrored surface which is capable of producing a discernible, reflective image of an  
object placed at the first side of the wall, and (b) a blocking surface which substantially  
obstructs viewing of an object at the second side of the wall through the wall from the first  
side of the wall; and

a message generator,

the message generator capable of making a message viewable from the first side of the wall through at least a part of the wall.

said message system further comprising a surveillance camera on the second side of the wall which is capable of creating an image of an object on the first side of the wall viewed by the camera through the wall.

19. (Currently Amended) [The] A message system according to claim 1 comprising:

a wall having opposite first and second sides and comprising at least one of (a) a mirrored surface which is capable of producing a discernible, reflective image of an object placed at the first side of the wall, and (b) a blocking surface which substantially obstructs viewing of an object at the second side of the wall through the wall from the first side of the wall; and

a message generator,

the message generator capable of making a message viewable from the first side of the wall through at least a part of the wall,

wherein an object at the first side of the wall is viewable through the wall from the second side of the wall.

20. (Currently amended) A message system comprising:

a wall having opposite first and second sides and comprising a surface which substantially blocks viewing of an object at the second side of the wall through the wall from the first side of the wall; and

a message generator,

the message generator having first and second states,

the message generator in the first state causing a first message to be viewable at the wall from the first side of the wall,

the first message being unviewable from the first side of the wall with the message generator in the second state,

wherein the message system comprises a proximity sensor to detect the presence of an individual or object at the first side of the wall and, as an incident thereof, cause the message generator to make a message viewable from the first side of the wall.

21. (Currently Amended) [The] A message system according to claim 20 comprising:

a wall having opposite first and second sides and comprising a surface which substantially blocks viewing of an object at the second side of the wall through the wall from the first side of the wall; and

a message generator,

the message generator having first and second states,

the message generator in the first state causing a first message to be viewable at the wall from the first side of the wall,

the first message being unviewable from the first side of the wall with the message generator in the second state,

wherein an object on the first side of the wall can be viewed through the wall from the second side of the wall.

22. (original) The message system according to claim 20 wherein the wall comprises a mirrored surface which is capable of producing a reflective image of an object placed at the first side of the wall.

23. (Currently amended) The message system according to claim 20 wherein the message comprises ~~at least one of (a) information regarding a product or service, and (b)~~ information providing a direction to an observer of the message at the first side of the wall to assist navigation of a space within which the message system is located.

24. (Currently Amended) [The] A message system according to claim 20 comprising:

a wall having opposite first and second sides and comprising a surface which substantially blocks viewing of an object at the second side of the wall through the wall from the first side of the wall; and

a message generator,

the message generator having first and second states,

the message generator in the first state causing a first message to be viewable at the wall from the first side of the wall,

the first message being unviewable from the first side of the wall with the message generator in the second state,

wherein the mirrored surface has a convex shape at the first side of the wall.

25. (Cancelled)

26. (Currently amended) The message system according to claim [[25]] 20  
further comprising a transmitter/generator that can be carried by a user for directing a  
signal to the message generator from a location spaced from the message generator.

27. (Currently Amended) [The] A message system according to claim 26  
comprising:

a wall having opposite first and second sides and comprising a surface which  
substantially blocks viewing of an object at the second side of the wall through the wall  
from the first side of the wall; and

a message generator,

the message generator having first and second states,

the message generator in the first state causing a first message to be  
viewable at the wall from the first side of the wall,

the first message being unviewable from the first side of the wall with the  
message generator in the second state,

wherein the message system comprises a sensor to detect the presence of  
an individual or object at the first side of the wall and, as an incident thereof, cause the  
message generator to make a message viewable from the first side of the wall.

said message system further comprising a transmitter/generator for directing  
a signal to the message generator from a location spaced from the message generator,

said message system further comprising a wheeled vehicle carrying the  
transmitter/generator.

28. (original) The message system according to claim 20 wherein the signal generator resides at the second side of the wall.

29. (Currently amended) The message system according to claim 20 wherein the message generator has first and second states, with the message generator in the first state, a first message is viewable from the first side of the wall, and with the message generator in the second state a second message is viewable from the first side of the wall.

30. (Currently Amended) [The] A message system according to claim 20 comprising:

a wall having opposite first and second sides and comprising a surface which substantially blocks viewing of an object at the second side of the wall through the wall from the first side of the wall; and

a message generator,

the message generator having first and second states,

the message generator in the first state causing a first message to be viewable at the wall from the first side of the wall,

the first message being unviewable from the first side of the wall with the message generator in the second state,

wherein the message generator has first and second states, with the message generator in the first state a first message generated by the message generator is in a first language and with the message generator in the second state, a second message generated by the message generator is in a second language.

31. (Cancelled)

32. (Currently Amended) [The] A message system according to claim 20 comprising:

a wall having opposite first and second sides and comprising a surface which substantially blocks viewing of an object at the second side of the wall through the wall from the first side of the wall; and

a message generator,

the message generator having first and second states,

the message generator in the first state causing a first message to be viewable at the wall from the first side of the wall,

the first message being unviewable from the first side of the wall with the message generator in the second state,

wherein the message generator has first and second states, with the message generator in the first state a message that repeatedly flashes is viewable from the first side of the wall and flashes at a first rate, and with the message generator in the second state a message that repeatedly flashes is viewable from the first side of the wall and flashes at a second rate that is different than the first rate.

33. (Currently Amended) [The] A message system according to claim 20 comprising:

a wall having opposite first and second sides and comprising a surface which substantially blocks viewing of an object at the second side of the wall through the wall from the first side of the wall; and

a message generator,

the message generator having first and second states,

the message generator in the first state causing a first message to be viewable at the wall from the first side of the wall,

the first message being unviewable from the first side of the wall with the message generator in the second state.

wherein ~~the message generator has first and second states, with the message generator in the first state a message that is viewable from the first side of the wall is generated for a first predetermined time interval, and with the message generator in the second state a message that is viewable from the first side of the wall is generated for a second predetermined time interval that is different than the first predetermined time interval.~~

34. (new) A message system comprising:

a wall having opposite first and second sides and comprising at least one of  
(a) a mirrored surface which is capable of producing a discernible, reflective image of an object placed at the first side of the wall, and (b) a blocking surface which substantially obstructs viewing of an object at the second side of the wall through the wall from the first side of the wall; and

a message generator,

the message generator capable of making a message viewable from the first side of the wall through at least a part of the wall,

said message system further comprising a transmitter/generator that can be carried by a user for directing a signal to the message generator from a location spaced from the message generator.

35. (new) A message system comprising:
  - a wall having opposite first and second sides and comprising a surface which substantially blocks viewing of an object at the second side of the wall through the wall from the first side of the wall; and
  - a message generator,
  - the message generator having first and second states,
  - the message generator in the first state causing a first message to be viewable at the wall from the first side of the wall,
    - the first message being unviewable from the first side of the wall with the message generator in the second state,
    - wherein the message comprises information providing a direction to an observer of the message at the first side of the wall to assist navigation of a space within which the message system is located.